

Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

January 1 through March 31, 2000

The following is a list of the programs broadcast during the period of January 1, 2000 through March 31, 2000 which have provided KVOA-TV's most significant treatment of community issues as indicated by community leaders throughout the area. The responsive broadcasts listed are exclusive of NBC Television Network News and Public Affairs Programs and Public Service Announcements which may deal with these problems on a national basis.

<u>PROGRAM</u>	<u>DATE & TIME</u>	<u>PARTICIPANTS</u>	<u>SUMMARY OF DISCUSSION</u>
<u>Crime</u> - There is a strong concern about the high rate of violent crime, rape, drug related crime, theft, home burglaries, and adequate			
Impact	Local PA, 1/23	Kendrah Pratt, Teen	A discussion of the Teen Court program in which teens decide the fate of other teen offenders in a court like atmosphere.
	6-6:30AM 14 Min.	Court Volunteer	
	Local PA, 3/12	Dr. Richard Carmona,	A discussion of school safety and the prevention of violent crime on school campuses.
	6-6:30AM 14 Min.	Sgt. Don Kaster,	
		Sheriff's Dept.	
	Local PA, 3/26	Bob Ross, Boys and Girls	A discussion of the two new clubs being built in "high risk" areas, according to Tucson Police, to try to reduce juvenile crime.
	6-6:30AM 14 Min.	Clubs of Tucson	
Eyewitness News Interview	Local PA, 2/6	Ron Sanders, former	A discussion of illegal immigrants and U.S. immigration policy.
	6:30-7AM 14 Min.	Border Patrol Chief	
SOS: In America	Syn. PA, Weekly	Various	A half hour program on various crime problems in cities across America.
	1/21 1:30AM-12N		
	1/15 12:30PM-1PM		
	1/9, 1/16-3/26		
	1-1:30AM 22 Min.		

Crime (Continued)
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Extra	Syn. PA 2/27 10:30-11:30PM 4 Min.	Various	A segment on "getting away with murder".
	Syn. PA, 3/9 11:35PM-12:05AM 4 Min.	Various	A segment on a physician serial killer.
	Syn. PA 3/24 11:35-12:05AM 4Min.	Various	A segment on the so-called "Date Rape Drug".

PSAs

Ad Council/Crime So. Az DUI Task Force	Local PSA :60 seconds ran 4 times January – March. Local PSA :30 seconds ran 26 time January – March.
Adult Protective Services Gov's Comm. Against Violence	Local PSA :30 seconds ran 1 time January – March. Local PSA :30 seconds ran 2 times January – March.
Parent Aid Tempe Police Dept. Carthef	Local PSA :30 seconds ran 1 time January – March. Local PSA :30 seconds ran 8 time January – March.
Tucson Police Dept.	

Economy – A concern about the local economy, taxes, cost of living, salaries, the effect of the tighter budgets on charities, and the national debt.

Impact	Local PA, 1/2 5:30-6AM 7 Min.	John Arnold, Exec. Dir. Project PPEP	A discussion of PPEP's micro business program to aid women and minorities in starting small businesses.
	Local PA, 1/30 6-6:30Am 14 Min.	Monica Howard, American Red Cross	A discussion of the Red Cross' money raising techniques that assist disaster victims.
	Local PA, 2/20 6-6:30AM 14 Min.	Brian Molina, dottucson.com	A discussion of this new site designed to entice tourism and expand information on local activities.
Eyewitness News Interview	Local PA, 2/6 6-6:30AM 28 Min.	Paula Chrevosay, Jewelry Designer	A discussion of the huge economic impact of the annual Gem and Mineral Show.

Economy (Continued)
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Local PA, 3/5
6:30-7AM 21 Min.

Antoinette Mathins,
Gem Expert

A discussion of the pros and cons of investing in precious gems and the potential economic impact of the San Carlos Apache's new peridot mine.

Hispanic Business Today

Syn. PA, 1/9,2/13,3/5
12:30-1PM (1X)
9:30-10AM (2X)

Various

A half hour business program produced by WNBC-TV covering Hispanic business news.

Wall Street Journal Report

Syn. PA, Sunday
1/2-1/16 6:30-7AM
1/23-3/26 9-9:30AM
22 Minutes each

Various

A weekly half hour business program produced by the Wall Street Journal.

Bloomberg Business Report

Syn. PA, M-F
4:30-5AM 22 Min.

Various

A daily half hour business report produced by Bloomberg News.

No Place Like Home

Local PA, 2/21-2/23
10-10:35PM 2 Min. ea.

Eyewitness News Dept.

A two part series on slum landlords.

PSAs

Tucson Chamber of
Commerce

Local PSA :15 seconds ran 2 times January – March.

Tucson Chamber of
Commerce

Local PSA :30 seconds ran 13 times January – March.

Education - A concern about the school programs, teacher compensation, redistricting, school administration, bi-lingual education, magnet schools, ethnic balances and the general quality of education.

Impact

Local PA, 1/2
5:30-6AM 7 Min.

Vickie Velasco,
Catherine Kent, Society
of Women Engineers

A discussion of the Society's educational program for middle school children to get them interested in engineering.

Local PA 2/27
6-6:30AM 14 Min.

Father Fred Tillotson,
Karen Callan, Salpointe
High School

A discussion of the celebration surrounding the 50th anniversary of the college prep private institution.

Education (Continued)
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Eyewitness News Interview

Local PA, 1/9
11-11:30Am 7 Min.

State Senator Ann Day,
State Representative
Herscella Horton.

A discussion of funding for Charter Schools, school construction/renovation and new AIDMs test.

Financial Aid Telethon

Local PA, 2/7,8,9
5:30-6AM, 12-12:30PM
5-5:30PM, 6-6:30PM
10-10:35PM Total
Running Time: 15 Min.

Eyewitness News Dept.

A multi-part mini-telethon in conjunction with Southwest Student Services Corporation to get out information, scholarships, students loans, and grants.

PSAs

Ad Council/Education

Local PSA :30/:20/:15 seconds ran 10 times January – March.

Angel Charity

Local PSA :30/:20 seconds ran 38 times January – March.

AZ. Child Support Council

Local PSA :20 seconds ran 5 times January – March.

Bochalk/Tax Credits

Local PSA :30 seconds ran 22 times January – March.

Camp Fire

Local PSA :30 seconds ran 9 times January – March.

Consumer Federation/

RadonTest

Local PSA :30 seconds ran 11 times January – March.

Habitat

Local PSA :30 seconds ran 3 times January – March.

Humane Society

Local PSA :30/:20/:10 seconds ran 38 times January – March,

Icecats Hockey

Local PSA :30 seconds ran 5 times January – March.

Fannie May Foundation

Local PSA :30 seconds ran 40 times January – March.

Foundation for Better

Living

Local PSA :60/:45/:15 seconds ran 12 times January – March.

Jewish Federation of

Southern Arizona

Local PSA :30 seconds ran 2 times January – March.

Latter Day Saints/Family

Local PSA :60/:20 seconds ran 3 times January – March.

LaTrontera Center

Local PSA :30 seconds ran 3 times January – March.

Live Theatre Workshop

Local PSA :30 seconds ran 39 times January – March

LPGA

Local PSA :30 seconds ran 6 times January – March.

Operation Lifesaver

Local PSA :30 seconds ran 4 times January – March.

Senior Olympics

Local PSA :30 seconds ran 5 times January – March.

Simon Peter Passion Play

Local PSA :30 seconds ran 2 times January – March.

St. Gregory's College Prep.

Local PSA :30 seconds ran 8 times January – March,

Sun Sounds

Local PSA :30 seconds ran 12 times January – March.

Education (Continued)
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Sunnyside Foundation
Tribal People United
Tucson Metropolitan
Housing Comm.
Tucson Museum
Of Art
UA Research
UA Baseball
UA Psychology Dept.
UA Vice President's
Office/Sunset
Unity of Tucson
US West/Telemarketing
Veteran's Associations
YMCA of Tucson

Local PSA :20/:10 seconds ran 86 times January – March.
Local PSA :30 seconds ran 18 times January – March.
Local PSA :30 seconds ran 17 times January – March.
Local PSA :30 seconds ran 30 times January – March.
Local PSA :20 seconds ran 1 time January – March.
Local PSA :30/:20/:15 seconds ran 56 times January – March.
Local PSA :30/:20 seconds ran 42 times January – March.
Local PSA :30 seconds ran 49 times January – March.
Local PSA :30 seconds ran 10 times January – March.
Local PSA :30 seconds ran 28 times January – March.
Local PSA :30/:20 seconds ran 31 times January – March.
Local PSA :30 seconds ran 28 times January – March.

Employment - A concern about unemployment, new job opportunities, attracting new industries to Tucson, wages and employment practices.

Impact

Local PA, 1/2
5:30-6AM 7 Min.

Vicki Velasco, Catherine Kent, Society of Women Engineers

A discussion of the Society's efforts to educate middle school students on the opportunities in the field of engineering.

Eyewitness News Interview

Local PA, 3/5
6:30-7AM 7 Min.

Antoinette Matlins
Gem Expert

A discussion of the employment potential of the new Peridot mine on the San Carlos Indian reservation.

PSAs

Desert Survivors
Linkages

Local PSA :30 seconds ran 18 times January – March.
Local PSA :30 seconds ran 1 time January – March.

Environment – A concern about the general quality of life, protecting the desert, preserving clean air, disposal of toxic elements and water quality.

Impact

Local PA, 1/9
10:30-11AM 7 Min.

Eddie Leon, Developer

A discussion of the new requirements placed on developers to preserve the desert and the environment in the new projects.

Environment ((Continued))
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Eyewitness News Interview	Local PA, 1/30 11-11:30AM 14 Min.	Luther Probst, Exec. Dir. Sonoran Institute, Milke Boyd, Pima County Board of Supervisors.	A discussion of the Growing Smarter program which proposes the creation of a Conservation Trust to set aside land as open space.
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Local PA, 2/27 6:30-7AM 7 Min.	David Modeer, Tucson Water, Sharon Bronson, Chairwoman, County Board of Supervisors.	A discussion of the use of effluent for environmental enhancement and restoration.
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PSAs

Biosphere City of Tucson/Recycling National Arbor Day Foundation Treecycle	Local PSA :30 seconds ran 28 times January – March. Local PSA :30 seconds ran 25 times January – March. Local PSA :20/:15 seconds ran 4 times January – March. Local PSA :15 seconds ran 20 times January – March.
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Government – A concern about the local government, elected/appointed officials its size, its growth, the conflict between city and county government and the federal government's size, efficiency and growth.

Impact	Local PA, 1/2 5:30-6AM 7 Min.	John Arnold, Exec. Dir. Project PPEP	A discussion of the governmental funding process for Project PPEP.
	Local PA, 1/23 6-6:30A 14 Min.	Barbara LaWall, Pima County Attorney	A discussion of the anti-racketeering fund grant program and its distribution of seized funds back to government agencies.

Eyewitness News Interview	Local PA, 1/9 11-1130AM 7 Min.	State Senator Ann Day State Representative Herscella Horton.	A discussion of the upcoming 2000 legislative session.
	Local PA, 2/6 6:30-7A 14 Min.	Ron Sanders, former Border Patrol Chief	A discussion on governmental funding for the expansion of the Border patrol and how the government is addressing the flow of illegal aliens.

Government (Continued)
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Decision 2000	Local PA, 2/1 2/10/2/15/2/16/ 2/17, 2/18 6-6:30PM 2 Min. ea.	Eyewitness News Dept.	A series on the Arizona Primary held on Feb. 22.
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PSAs

City of Tucson/People Who Care DES Internal Revenue Service Pima County Parks & Rec. US Air Force	Local PSA :30 seconds ran 32 times January – March. Local PSA :30 seconds ran 2 times January – March. Local PSA :60/:30/:10 seconds ran 15 times January – March. Local PSA :20 seconds ran 9 times January – March. Local PSA :30 seconds ran 2 times January – March.
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Growth - A concern about the continuing growth of the Tucson area, controversy of growth vs no growth, planning for growth and the functions of the City Planning and Zoning Department. Also the controversy over what types of industry we should be seeking.

Impact	Local PA, 1/9 10:30-11AM 21 Min.	Eddie Leon, Developer	A discussion of growth on Tucson's northeast side and housing start plans for this area.
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Eyewitness News Interview	Local PA, 1/9 11-11:30AM 7 Min.	State Senator Ann Day State Representative Herscella Horton	A discussion of the Governor's "Growing Smarter" plan for continuing growth in Arizona.
	Local PA, 1/30 11-11:30AM 14 Min.	Luther Propst, Exec. Dir. Sonoran Institute, Mike Boyd, Pima County Board of Supervisors.	A discussion of the recommendations of the Citizen's Committee advising the Governor on the Growing Smarter plan regarding growth in Arizona.

Local PA, 2/27 6:30-7AM 7 Min.	David Modeer, Tucson Water, Sharon Bronson, Chairman, Board of Supervisors.	A discussion of the pressure of growth upon Tucson's water supply.
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PSAs

Boy Scouts of America	Local PSA :30 seconds ran 17 times January – March.
Community Cruisers	Local PSA :30 seconds ran 7 times January – March.
Chicanos Por La Causa	Local PSA :30 seconds ran 45 times January – March.
Delta Sigma Theta	Local PSA :30 seconds ran 5 times January – March.
European Multi-Ethnic Alliance	Local PSA :30 seconds ran 7 times January – March.
MALDEF	Local PSA :30 seconds ran 78 times January – March.
Pio Decimo Center	Local PSA :45 seconds ran 2 times January – March.
Big Brothers/Big Sisters	Local PSA :1.00/:30/:15 seconds ran 112 times January – March.
LULAC/Youth	Local PSA :30 seconds ran 22 times January – March.
US Census	Local PSA :30 seconds ran 1 time January – March.

Health – A concern about the cost of healthcare, a desire for information on the newer techniques, preventive measures that are available and personal fitness.

Impact	Local PA, 1/16	Gary Rheault, Geriatric Services of America	A discussion of upper respiratory illnesses and the Service’s education program on medication for the elderly.
	10:30-11AM 28 Min.		

Local PA, 1/30	Tony Gonzales, “Climb A Mountain”.	A discussion of this event which raises funds for cancer research.
6-6:30AM 14 Min.		

Local PA, 2/13	Louie Henderson, Fitness Professional	A discussion of the benefits of a healthier life through a regular workout plan.
6-6:30AM 28 Min.		

Eyewitness News Interview	Local PA, 1/2	Janet Furiman, Arizona’s Children’s Assoc.	A discussion of “gap of problem kids” who are who are removed out of foster care at age 18 and still need transitional programs.
	11-11:30AM 28 Min.	Michael Pesce, Casey Family Program	

Local PA, 1/19	State Senator Ann Day	A discussion of proposed HMO legislation, and and the use of monies from the tobacco settlement to build state hospitals.
11-11:30AM 7 Min.	State Representative Herscella Horton	

Health (Continued)
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Eyewitness News Interview	Local PA, 1/23 6:30-7AM 28 Min	Dr. Alan Gelenber, Uof A Dept. of Psychiatry.	A discussion of the state taskforce studying improvements in Arizona's mental health system.
Dr. Dean Edell	Syn. PA M-F 5:30-7AM 2 Min/Day	Various	A daily news insert on various medical subjects.
4 Your Health	Local PA, M-F 5-5:30PM 1:30Min/day Local PA M-F eff 3/6 10-10:35PM 1:30Min/day	Eyewitness News Dept.	A daily local health report on various medical
Extra	Syn. PA, 3/1 11:35-12:05AM 4 Min.	Various	A segment on electroshock therapy.
	Syn. PA, 3/3 11:35-12:05AM 4 Min.	Various	A segment on radon gas.
	Syn. PA, 3/7 11:35-12:05AM 4 Min.	Various	A segment on psychic surgery.
<u>PSAs</u>			
American Cancer Society	Local PSA :30/:10/:05 seconds ran 130 times January – March.		
American Red Cross	Local PSA :30 seconds ran 46 times January – March.		
Epilepsy Outreach Project	Local PSA :10 seconds ran 3 times January – March.		
KidsCare	Local PSA :30 seconds ran 2 times January – March.		
Muscular Dystrophy Assn.	Local PSA :30 seconds ran 14 times January – March.		
National Bone Marrow Assn.	Local PSA :60 seconds ran 1 time January – March.		
National Safety Council	Local PSA :30 seconds ran 1 time January – March.		
Parkinson Disease Assoc.	Local PSA :30 seconds ran 3 times January – March.		
Pima Council on Aging	Local PSA :30 seconds ran 1 time January – March.		
Ronald MacDonald House	Local PSA :30 seconds ran 1 time January – March.		
Salvation Army/Vision	Local PSA :30 seconds ran 11 times January – March.		
Susan Komen Fdn./Race For Cure	Local PSA :30/:15 seconds ran 54 times January – March.		
United Way	Local PSA :30 seconds ran 1 time January – March.		

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Impact

Theresa Ruiz, Pima County
Rideshare Program

Eyewitness News Interview

Richard Nassi, Tucson
Transportation
Administrator

A discussion of the City's new "3E" program (engineering, education, enforcement) to improve traffic safety and reduce fatalities.

Syn. PA, 3/20
11:35P-12:05A 4 Min.

Various

A segment on driving and cell phone legislation.

Local PSA:20:10:15:05 seconds ran 41 times January – March.

Water - Since Tucson is a desert community that is still dependent upon ground water, there is a concern about future supplies, the Central Arizona Project, conservation and effluent use including the future use of CAP water, customer service, effluent use in recreational areas, water conservation confidence in the Tucson Water Department.

Impact

Fernando Molina,
Tucson Water

A discussion of the City's educational program for high school students explaining ground water conservation and long term planning.

Eyewitness News Interview

David Modeer, Tucson
Water, Sharon Bronson
County Board of
Supervisors

A discussion of the dispute between the city and county over the control and uses of effluent.

Mark Stratton, Metro Water
District, Dennis Rule,
Tucson Water

A discussion of the recently formed Southern Arizona Water Users Association which hopes to cooperate on the major issues of use of CAP water, effluent and environmental problems like radon and arsenic.

PROGRAM DESCRIPTIONS

Impact

A weekly half-hour public affairs show scheduled at various times Saturday/Sunday produced by the KVOA-TV news department featuring interviews with government and community leaders on topical issues.

Eyewitness News Interview

A weekly half-hour public affairs show scheduled at various times Saturday/Sunday produced by the KVOA-TV news department utilizing the interview format that deals in-depth with lead local stories.

The Wall Street Journal Report

A weekly half-hour business and economic show produced by Dow Jones and Company. Scheduled Sat/Sun various times.

Bloomberg Morning News

A daily syndicated business report produced by Bloomberg Television. Scheduled Mon – Fri. 5-5:30AM, 4:30-5AM effective 9/7/99

Eyewitness News

Regularly scheduled M-F 6-7AM, 7:25-7:30AM, 8:25-8:30AM, 12-12:30PM, 5-5:30PM, 6-6:30PM, 10-10:35PM, Sat. 7-7:30AM Sat. 5:30-6PM, 10-10:30PM, Sun. 5:30-6PM, 10-10:30PM traditional news, weather, sports presentation. Locally produced by KVOA-TV news.

Dr. Dean Edell

(Mon-Fri) two minute health insert on various health topics. Scheduled 6-7AM

Save Our Streets/
SOS in America
(Eff. 10/3)

A weekly syndicated half hour show dealing with crime issues. Scheduled Saturday, Sunday various times.

Extra

A syndicated daily half-hour show dealing with various topics. Scheduled M-F 11:35PM-12:05AM. Also a one-hour weekend show scheduled Sat/Sun at various times.